

HOW TO

MAKE

MONEY

WITH

TRACER-GUIDED



Engraving

new hermes inc.



154 West 14th St NY, NY 10011
13-19 UNIVERSITY PLACE, NEW YORK 3, N. Y.

Everybody

LOVES A PERSONALIZED GIFT

Personalizing adds an extra measure of sincerity and warmth to any gift. People like to see their own name or initials on objects of personal use.

Engraving always increases the value of the simplest gift item given by someone who wants to be remembered.

Smart business men take advantage of this fact, and promote and sell engraving.

VISUALIZE THE MAGIC TOUCH OF A MONOGRAM



....AND YOU WILL AGREE

PERSONALIZING IS THE BEST SALES PROMOTER!

Remember....

ENGRAVING SELLS MORE

ENGRAVING AVOIDS REFUNDS

ENGRAVING INCREASES PROFITS

If...

YOU USE THE TRACER GUIDED



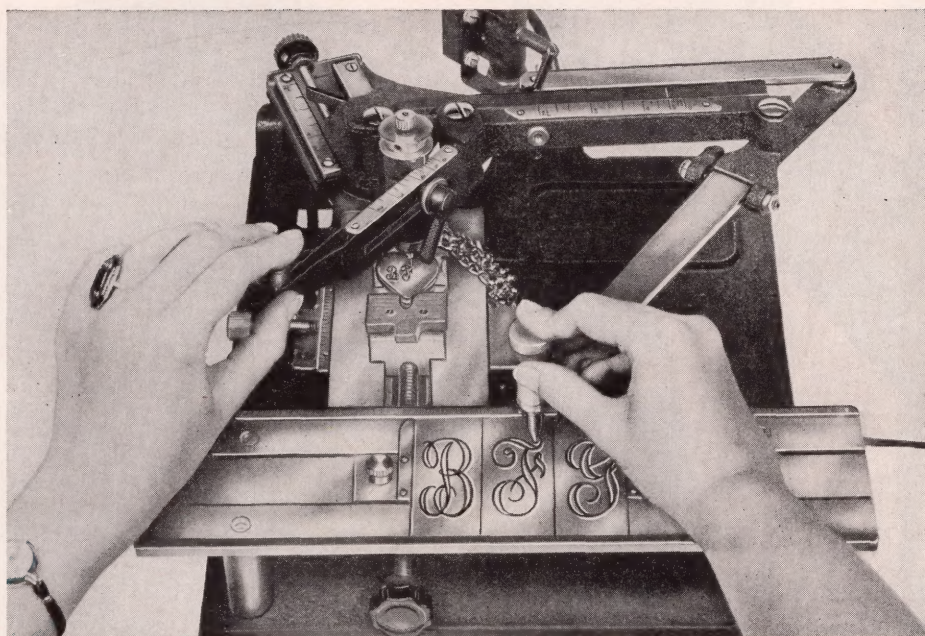
Now everyone, and we mean EVERYONE—you, your clerk, and office girl, can do a perfect engraving job immediately, right in your own store. No delay, no sending out any more.

More than 6,000 retailers—from the small watch repair shop to the large jeweler—are using the NEW HERMES ENGRAVOgraph day by day. All agree . . .

It is the most rewarding investment — because it pays for itself many times over.

How?

**The
Answers
Are all here!**



1. Q. *How long does it take an unskilled person to learn the operation of the ENGRAVOgraph?*
A. 20 minutes.
2. Q. *How does the ENGRAVOgraph work?*
A. The unskilled operator simply traces a grooved master letter, and the ENGRAVOgraph does the rest.
3. Q. *Does the finished job look like hand engraving?*
A. Yes. Tests have shown that you cannot tell the difference, because it is diamond engraved.
4. Q. *Can stainless steel be engraved?*
A. Absolutely! ENGRAVOgraph, unlike hand engravers, cuts effortlessly into stainless steel.
5. Q. *What other materials can be engraved?*
A. Just about everything: silver, gold, all other precious metals, brass, aluminum, wood, all plastics, mother of pearl, onyx, ivory, and glass.
6. Q. *How long does it take to engrave a monogram on a watch?*
A. Approximately 1 1/2 minutes.
7. Q. *Can ENGRAVOgraph engrave an interlocking monogram or shaded initial?*
A. Very easily because for these styles master alphabets are available.
8. Q. *What are the smallest and largest letters I can engrave?*
A. 3/64" is the smallest and 1" is the largest letter from stocked alphabets. Master templates for engraving of larger sized letters can be made to order.
9. Q. *Can engraving sizes be varied at will?*
A. Certainly. Two quick acting adjustments on the tracing arm allow the engraving of 15 different sizes from ONE single master alphabet.
10. Q. *How about round surfaces?*
A. Fountain pens, baby cups, curved identification bracelets can be engraved with the same ease.
11. Q. *What is the largest possible item the ENGRAVOgraph will accept?*
A. Model GM will accept anything up to 5 1/2" in width by any length; Model GT up to 12" in width by any length.
12. Q. *How is the engraving centered on items of various shapes?*
A. The ENGRAVOgraph has an ingenious self-centering workholder which automatically centers all objects.



Not only individuals but business firms as well are selecting watches as perfect gifts for all occasions. By offering immediate engraving service, you will get your full share of this business. NEW HERMES can supply you with templates for any trade mark you may require.

Offer engraving on all watches you receive for repair, and you will increase your profit substantially.

**ENGRAVING NOT ONLY INCREASES YOUR SALES
DIRECTLY, BUT ALWAYS DRAWS CUSTOMERS IN YOUR STORE.**

HOW

TO

PROMOTE



Engraving



MEN'S ACCESSORIES

Think not only of Christmas and Father's Day—make engraving on men's jewelry an all year round promotion. Personalized jewelry is always a cherished gift—and every day is someone's birthday or anniversary.

CHILDREN'S JEWELRY

Here is an almost untouched field. Appeal to mothers by showing engraved identification jewelry for growing children, as precaution and security.

LADIES' JEWELRY

Always show engraved jewelry in your window. Use not only monograms or names, but also sentiment, such as "From Him to Her."

MEN'S ACCESSORIES

How much more will these gifts be remembered and appreciated when engraved with the name of the recipient!

COSMETICS

Department stores have found engraving a valuable profit asset in their cosmetic department. You too can build a big and profitable business with this popular gift item, by offering immediate engraving.

WRITING INSTRUMENTS

You know how many graduation gifts of pens and pencils are returned for refund. Now, with the simple addition of engraving, these gifts are sold . . . for keeps.

GIFT BOXES

Your customers will surely appreciate the additional monogram on jewelry gift boxes, and if you like, engrave your own firm name—a very effective way of advertising.

NAME PLATES

Sell engraved polished brass name plates with adhesive backs for luggage, silver chests, cameras, handbags, etc. Make your own window cards, price tags, etc., on attractive two-color plastic plaques supplied by New Hermes.

TROPHIES, AWARDS

Sell your store as an engraving center. Promote this profitable service to schools and clubs for their sport and achievement awards. Build a big business with youth organizations. They are your customers of the future.

SILVERWARE

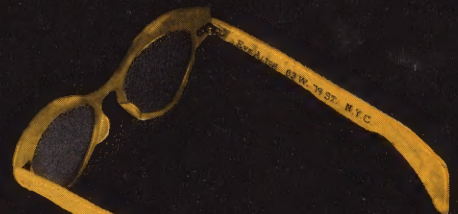
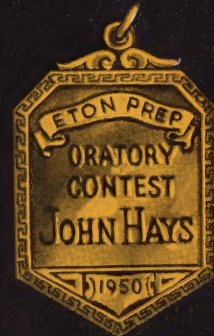
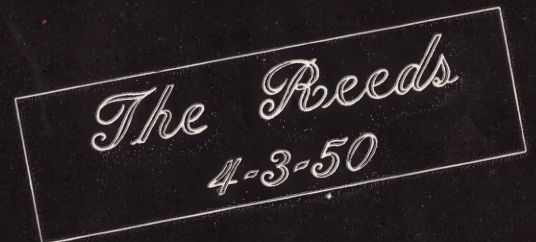
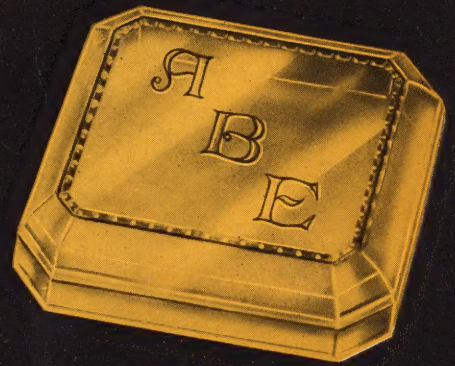
Display engraved silverware—and show a variety of engraving combinations. Offer immediate engraving service and you will sell more.

GLASSES

Do you want to make money with engraving? Here is an idea. Show a display card in your window and offer engraving of names, addresses on frames which are so easily lost.

LODGES

You may order from New Hermes master templates of all leading fraternity emblems and lodge insignias. A sales letter to these organizations will open up a new customer field for you. You can become the "official supplier" of all jewelry and gift items for the members in your town.





MEN'S ACCESSORIES

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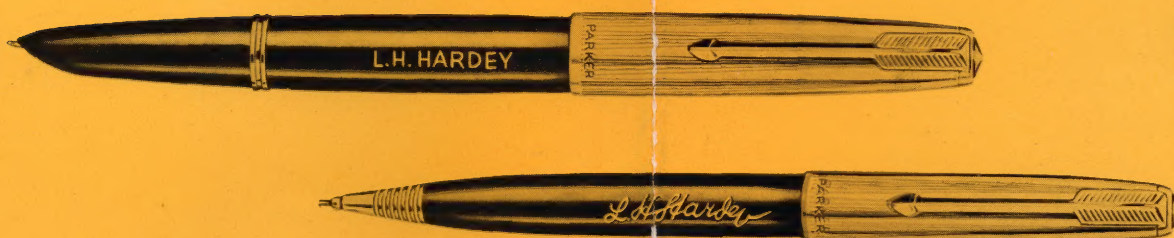
SMOKERS' ACCESSORIES

How much more will these gifts be remembered and appreciated when engraved with the name of the recipient!



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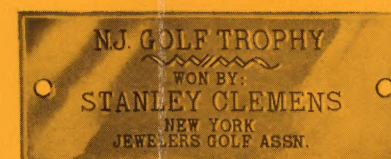
STERLING SILVER

\$15.00

DAVID WATKINS

TROPHIES, AWARDS

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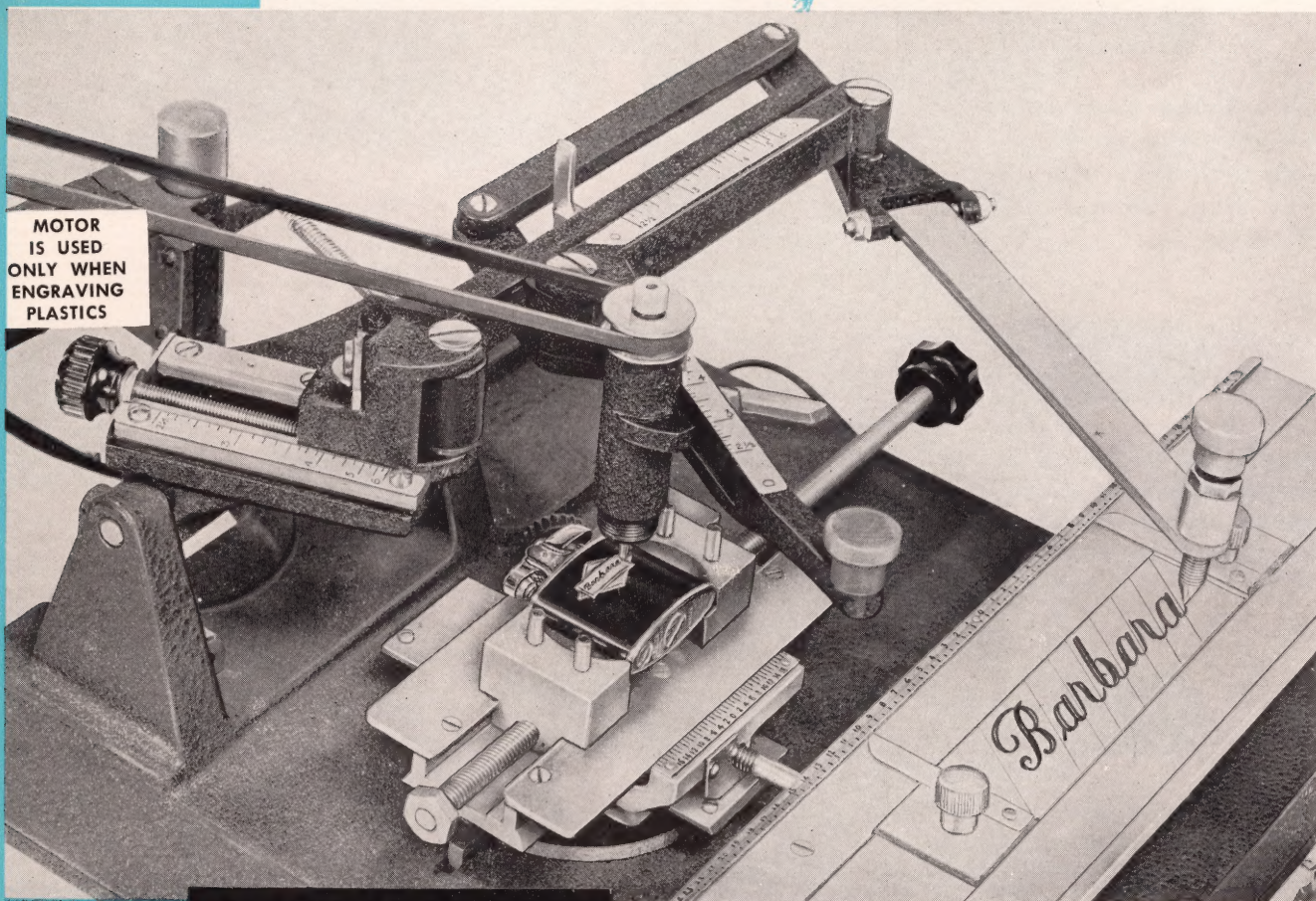
The Last Word

IN MODERN ENGRAVING

TRACER GUIDED

new hermes
Engravo
graph
TRADE MARK

MODEL GM



EXCLUSIVE FEATURES

- So simple for anyone to operate because it is tracer-guided.
- Engraving has all the brilliance of the professional finish because it is diamond cut.
- Adjustable to **15** engraving sizes from **ONE** master letter.

Nothing has to be disassembled. Operator can change engraving sizes at will simply by adjusting tracing arm in a matter of seconds.

FROM THIS GROOVED
MASTER COPY LETTER

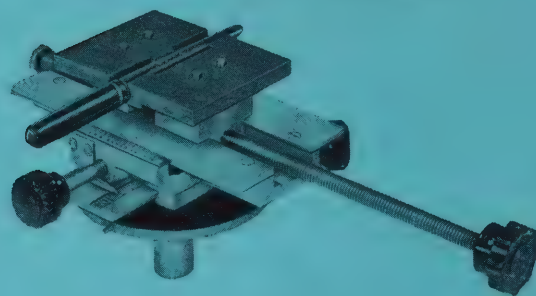


THE FOLLOWING SIZES CAN BE ENGRAVED

B B B B B B B B B B B B B B B

Standard Equipment

THE WORK HOLDER IS EQUIPPED WITH 3 PAIR OF INTERCHANGEABLE HOLDING JIGS OF PLASTIC TO AVOID SCRATCHING.



FOR PENS AND OTHER TUBULAR ITEMS



FOR ALL KINDS OF JEWELRY



FOR ALL WATCHES

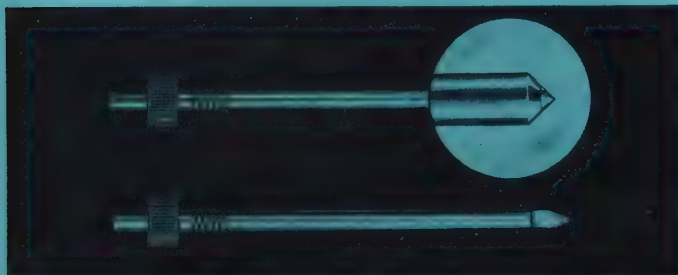
SELF CENTERING WORK HOLDER

How does the ENGRAVOgraph engrave on the desired spot?

You don't need a compass, ruler, or long mathematical calculations—nothing is left to the judgment of the unskilled operator.

Just clamp any item into the specially designed work holder—and with one turn of your hand everything is securely tightened and automatically centered ready for engraving.

The holder can be moved in all directions; that is, back and forth, sideways, and can also be swivelled around for off center engraving. Jaws open to accept items up to 5 1/2" wide.



ENGRAVING CUTTERS

A highly polished diamond graver which works without motor power on all precious metals and stainless steel.

A carbide tipped rotary cutter for engraving on plastic, pens, etc.

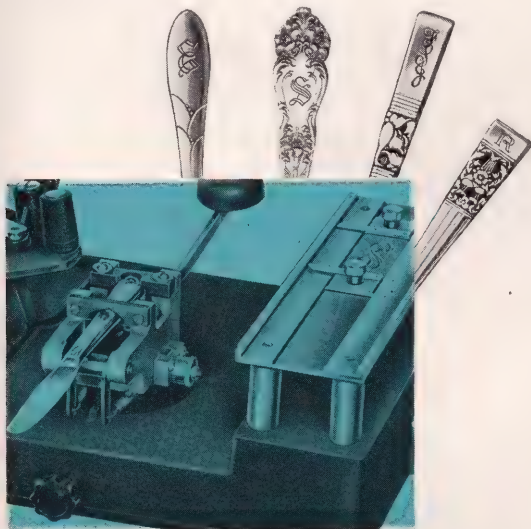
SUPPLEMENTARY EQUIPMENT

The two special clamping attachments illustrated below are additional equipment. Both can be easily interchanged with the standard self-centering work-holder described above.

SELF-CENTERING FLATWARE HOLDER

(PART No. FL 101)

2 pieces can be engraved in 20 minutes by an unskilled operator with the help of this specially designed holder, which automatically centers and clamps all patterns regardless of shape and style.



SELF-CENTERING CUP HOLDER

(PART No. LC 3)

Holds any cup or similar tubular objects up to 2 1/2" in diameter. It makes engraving of initials or a full name simple.

A vertical copy holding slide (Part No. LC9) as shown in the photograph is supplied with the cup holder.



NEW HERMES

Proudly Presents

Engravo
graph
TRADE MARK

Model GT is a larger all purpose engraver with great flexibility of application.

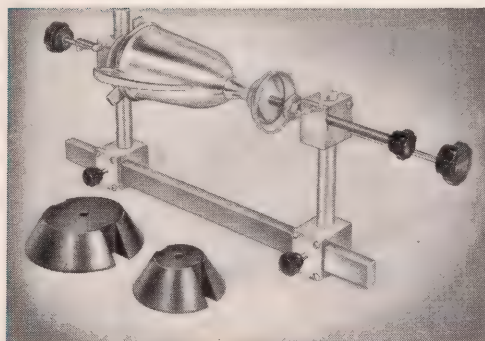
It engraves everything from the smallest lady's watch and other jewelry items up to round trophy cups 6" in diameter, or 12" wide trays or platters. It will also accept memorial plaques, humidors, desk sets, urns, etc. In other words, it will engrave everything model GM can, but these very large objects as well.

Tracing arm is also adjustable to **15** engraving sizes from **One** alphabet.

MODEL GT

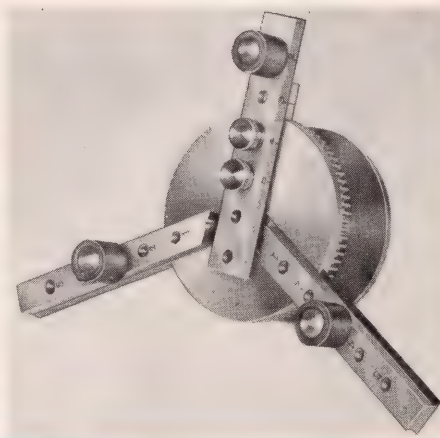


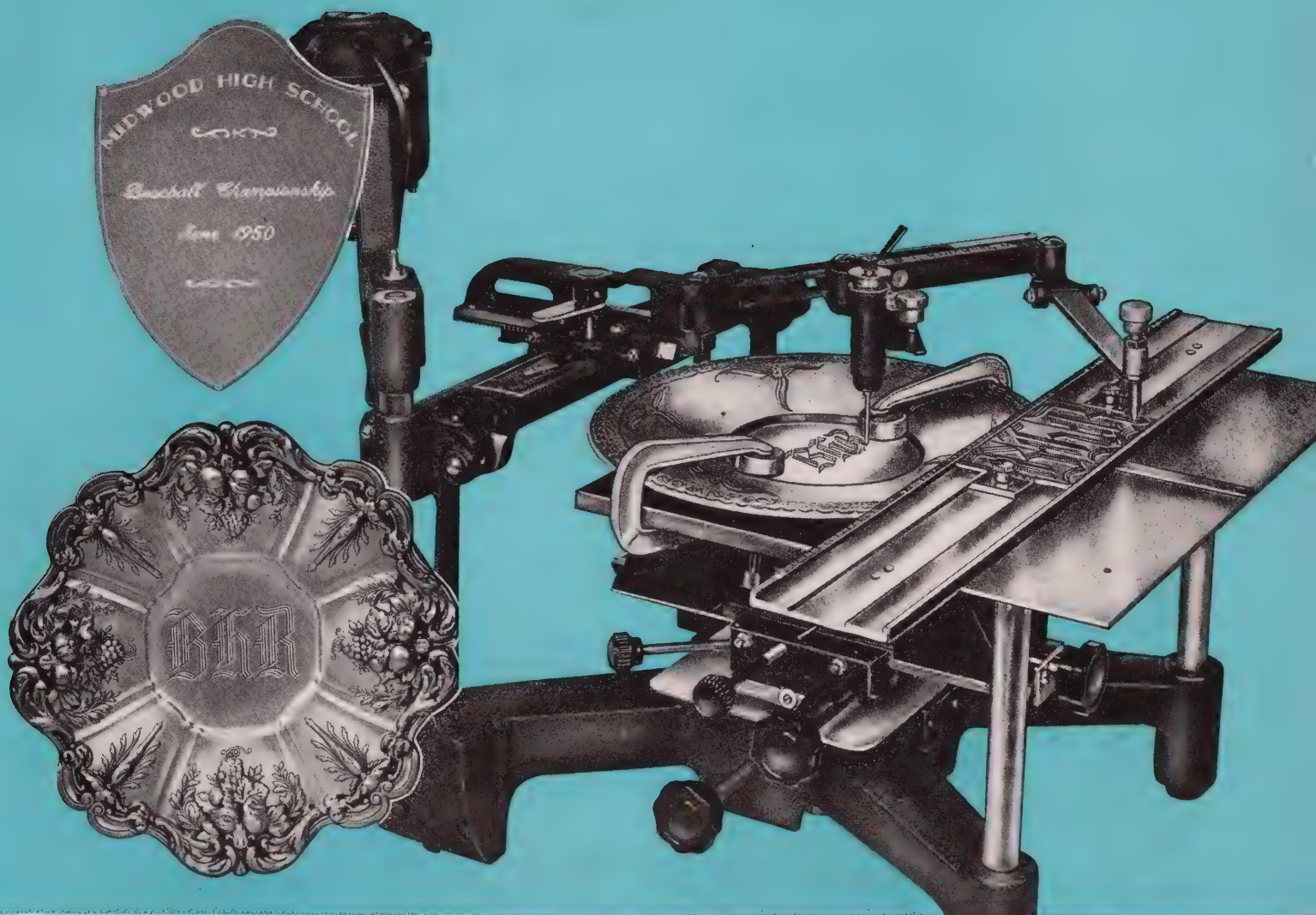
TROPHY HOLDING EQUIPMENT



A rigid holding fixture allows rapid clamping of trophy cups and bands up to 6" in diameter. It consists of a main bar, 2 elevating units—an ingenious holding chuck and two cone shaped jigs.

The complete fixture can be removed in a matter of minutes and interchanged with a Universal jewelry workholder.

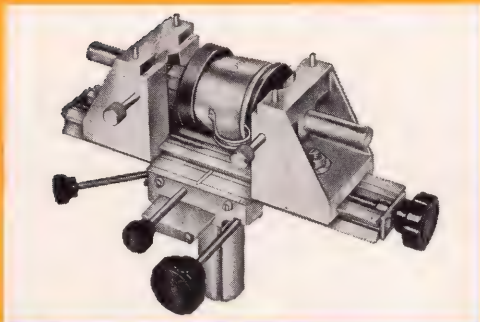
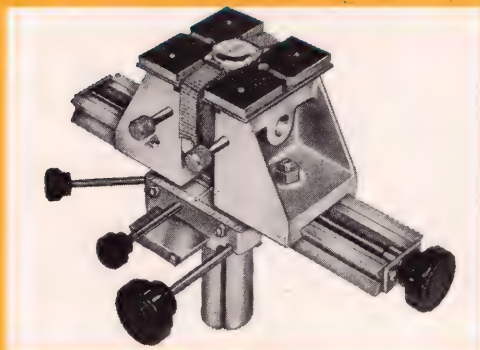




UNIVERSAL WORKHOLDER

STANDARD EQUIPMENT

Supplementary Equipment



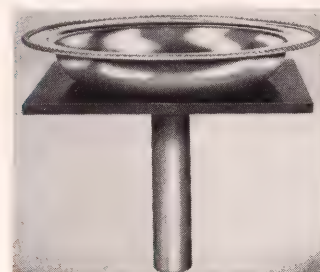
Model GT is also equipped with a heavy duty vise which automatically centers a large variety of differently shaped objects. It will accept the smallest piece of jewelry as well as large objects up to 6" in diameter by any length.

The whole unit travels back and forth and sideways, and can be swivelled around for engraving in any position.

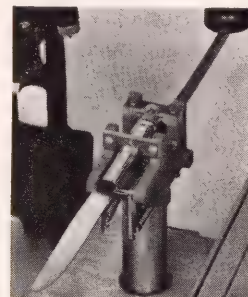
For rapid clamping of extra large plaques or trays up to 12" in diameter by any length, an auxiliary work table is delivered with the work holder as shown above.

Workholder is supplied with 3 pair of interchangeable plastic jigs for clamping of small jewelry, pens, watches, etc.

2 extra clamping units for holding smaller cups or similar objects are also standard equipment.



ADJUSTABLE HOLLOWWARE TABLE
Part No. GT-82



SELF-CENTERING FLATWARE HOLDER
PART No. FL-GT 101-70

will automatically center & clamp all patterns regardless of shape & style.

SPECIFICATIONS



MODEL GM

Both units are delivered completely assembled, ready for immediate operation. They are standard equipped with cutters, multi-ratio tracing arm, universal motor, self-centering vise, interchangeable jigs, and other equipment which is listed in detail on accompanying price list.

This portable engraver is the most useful unit for the average jewelry and other retail store.

It will accept small items or larger objects up to 5 1/2" wide by any length, and cups up to 2 1/2" in diameter.

MODEL GT

This unit is a larger all purpose model. It will accept everything from the smallest jewelry item up to a large cup 6" in diameter, trays 12" wide by any length, or 15" round platters.

In other words, it can engrave everything Model GM can, but in addition large objects as described above and in this folder.

DIMENSIONS

Tracing Arm	Adjustable to 15 sizes	From 1:2 1/2 up to 1:6 and all intermediate ratios
Cutter Spindle	With automatic depth regulator	1/8" cutter
Work Capacity	Maximum heights between cutter point and work holder	1 7/8"
	Maximum heights between cutter point and base	2 1/2"
	Universal work holder accepts objects	5 1/2" wide by any length
Motor	Universal continuous duty for AC and DC	1/15 h.p. 115V*
Machine Base	Area Covered	11 1/2" x 13 1/2"
Machine	Weight	Net 21 lbs. Gross 28 lbs.

*220V. motor can be supplied.

Tracing Arm	Adjustable to 15 sizes	From 1:2 1/2 up to 1:6 and all intermediate ratios
Cutter Spindle	With automatic depth regulator	1/8" cutter
Work Capacity	Maximum heights between cutter point and base	7 3/4"
	Maximum heights between cutter point and Universal holding fixture	3 1/4"
Work Holder	Maximum opening of jaws Heights of jaws	6" 3"
Machine	Accepts work Universal continuous duty for AC and DC	12" by any length 1/15 h.p. 115V*
Machine Base	Area Covered	16" x 18 1/4"
Machine	Weight	Net 41 lbs. Gross 60 lbs.

*220V. motor can be supplied.

Specifications, equipment and prices are subject to change without notice.



MASTER COPY TYPE

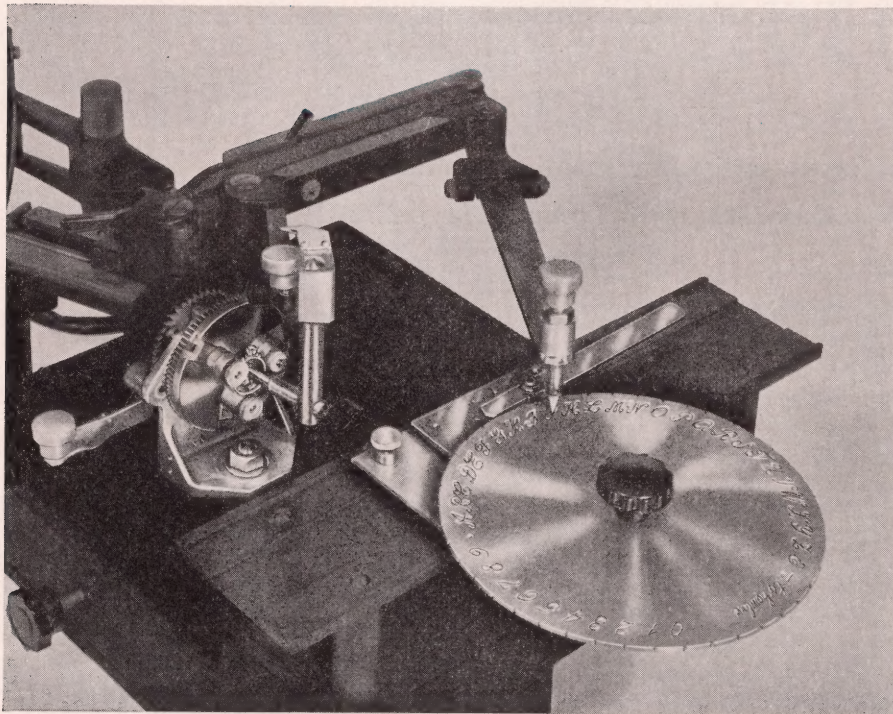
A large selection of modern and classic type faces is available as supplementary equipment and can be selected from a special Master Copy Type Catalog.

GUARANTEE: NewHermes ENGRAVOgraphs are guaranteed against any defect of material or workmanship for a period of one year after shipment. New Hermes will replace free of charge F.O.B. New York any part proven defective within the period of the warranty.

NOW...

with a simple attachment fitting both
Engravograph Model GM and Model GT...
Rings of any kind can be engraved

Inside



The above picture shows a GM Engravograph with the Ring Attachment in operation.

Everyone right in your own store is able to immediately engrave names or initials, even your own trade mark, on the inside of engagement, wedding, college, and fraternity rings equal to professional hand engraving.

The complete Ring engraving attachment Part #R-G 60 consists of:

- Ring Holding Chuck
- 1 Master Alphabet Dial for Engraving Block and Script Lettering
- Engraving Spindle and Cutter
- Dial Holder

NEW HERMES

Engravo *graph*
TRADE MARK

MORE THAN *10,000*

ARE NOW IN OPERATION



Modern businessmen everywhere praise its tracer-guided principle which has revolutionized the entire engraving field.

Ask one who has one!

A list of satisfied users from all over the world is at your disposal upon request.

new hermes



ENGRAVING MACHINE CORP.
13-19 UNIVERSITY PLACE, NEW YORK 3, N. Y.

PRICE LIST

ENGRAVO *graph* PORTABLE MODEL GM

with the following equipment:

- 1 multi-ratio tracing arm adjustable from 1:2½ up to 1:6
- 1 depth regulator
- * 1 Universal motor for AC and DC 115 volt
- 1 self-centering Universal work holder
- 1 pair of plastic holding jigs for pens
- 1 pair of plastic holding jigs for jewelry
- 1 pair of plastic holding jigs for watches
- 1 double-grooved dovetailed copy holding slide 12" long with 2¾" and 1¼" dovetailed grooves
- 2 end stops
- 1 motor belt
- 1 accessory and type drawer
- 1 diamond graver for metal
- 1 carbide tipped cutter for plastic pens
- 1 gold monogram filler
- 1 white monogram filler
- 1 cleaning brush
- 1 instruction booklet
- 1 lucite display stand engraved "Personalize Your Gifts
Engraving Done On Premises"
- 1 engravers guide
- 1 oilcloth cover
- practice material

Complete — \$325.00

F.O.B. Factory

- * 220 volt motor can be supplied.

SUPPLEMENTARY EQUIPMENT

Flatware Holder—Part #FL-101—self-centering for all patterns \$25.00

Cup Holder consisting of:

Part #LC 3 — Clamping Device

Part #LC 9 — Vertical Copy slide

Complete — \$32.50

For prices of master copy type see Catalogue #652

Terms: Net

Time Payments can be arranged.

ENGRAVO *graph* MODEL GT

with the following equipment:

- 1 multi-ratio tracing arm adjustable from 1:2½ up to 1:6
- 1 depth regulator
- * 1 Universal motor for AC and DC 115 volt
- 1 heavy duty-self-centering work holder
- 1 pair of plastic holding jigs for jewelry
- 1 pair of plastic holding jigs for watches
- 1 pair of plastic holding jigs for pens
- 2 plastic holding collars for dresser sets
- 2 auxiliary cup jigs for small cups and similar round objects
- 1 auxiliary table for clamping trays and platters
- 2 C Clamps
- 1 double-grooved copy holding slide 22" long movable with 2¾" and 1¼" dovetailed grooves
- 2 end stops
- 1 center guide
- 1 motor belt
- 1 accessory box
- 1 diamond graver for metal
- 1 carbide tipped cutter for plastic pens
- 1 extra long carbide tipped cutter for engraving trophies and deep dishes
- 1 cutter support bushing for extra long carbide tipped cutter
- 1 gold monogram filler
- 1 white monogram filler
- 2 engraving height spacers
- 1 sample roll double face adhesive tape
- 1 cleaning brush
- 1 instruction booklet
- 1 engravers guide
- 1 oilcloth cover
- 1 lucite display stand engraved "Personalize Your Gifts
Engraving Done On Premises"

\$450.00

* * *

SUPPLEMENTARY EQUIPMENT

Trophy Holding Equipment consisting of:

- 1 cross bar
- 2 elevating posts
- 1 Universal trophy holding chuck
- 2 cone shaped jigs
- 1 marking crayon for layout purposes
- 1 12" flexible ruler

\$120.00

Complete — \$570.00

Flatware Holder—Part # FL-GT 101-70—self-centering for all patterns 32.50
Adjustable holloware table—Part # GT 82 10.00

* * *

RING ENGRAVER ATTACHMENT

FOR MODEL GM

with the following equipment:

- 1 ring holding chuck
- 1 engraving spindle with cutter
- 1 master alphabet dial for engraving block and script lettering
- 1 dial holder
- 1 instruction booklet
- practice material

\$97.50

* * *

For Model GT

Same standard equipment as above
including

\$97.50

1 adaptor for ring holding chuck

7.50 Complete — \$105.00